

INFORMATION LETTER

Not for
Publication

NATIONAL CANNERS ASSOCIATION

For Members
Only

No. 1421

Washington, D. C.

January 17, 1953

Senate Agriculture Committee

The 83rd Congress convened January 3 and proceeded to organize so that it may begin its legislative program following inauguration.

Members of the Senate Committee on Agriculture and Forestry are:

Senator George Aiken (Vt.), chairman, and Milton R. Young (N.D.), Edward J. Thye (Minn.), Bourke B. Hickenlooper (Iowa), Karl E. Mundt (S. D.), John J. Williams (Del.), Andrew F. Schoepel (Kans.), Herman Welker (Idaho), and

Allen J. Ellender (La.), Clyde Hoey (N. C.), Olin D. Johnston (S. C.), Spessard L. Holland (Fla.), Clinton P. Anderson (N. M.), James O. Eastland (Miss.), and Earle C. Clements (Ky.).

Home Economics Division Advertisements

Enclosed with this issue of the INFORMATION LETTER are copies of two advertisements of the N.C.A. Home Economics Division. They were published in October, November, and December issues of leading professional magazines for home economics teachers.

The October advertisement, showing one of the Division's educational leaflets, appeared in three magazines: *Forecast for Home Economists*, *Practical Home Economics*, and *What's New in Home Economics*. The advertisement "Here's plenty of material to spark New Classroom Interest!" was published in *What's New in Home Economics* in November and in *Forecast for Home Economists* in December. Both advertisements carried a descriptive list of the materials in the Division's educational packet which is sent to teachers upon request.

The coupon request for materials to be used in classes teaching the use of canned foods was excellent. They came from college, high school and junior high school teachers and from all parts of the country.

Senator Taft to Address Convention

Dr. Roy B. Newton Will Keynote Importance of Production Factors in the Canning Industry; Special Session Scheduled on Military Procurement Policies and Methods

Senator Robert A. Taft will speak at the General Session of the N.C.A. Convention in Chicago, the morning of February 21, it is announced by President Fred C. Heinz.

In inviting him, Mr. Heinz told the Senator, "Your many consistent acts and attitudes on various measures of concern to canners, not only in Ohio but nationwide, have won for you in the minds of this industry a position of true leadership and respect. Canners have grown to regard you somewhat as their champion in their constant struggle to keep their operations on the proper basis of free and competitive enterprise. Your message to our important convention will receive earnest attention and a respectful reception."

Mr. Heinz and Executive Secretary Carlos Campbell conferred with Senator Taft this week on details of his appearance. Title of his address to the Convention will be announced.

Senator Taft, majority leader of the Senate, son of an ex-President, Ohio favorite-son and runner-up candidate twice for the Republican presidential nomination, has a long record of close association and understanding of many canning industry problems. During World War I he served as assistant counsel of Herbert Hoover's Food Administration, in the programs of which N.C.A. was in close cooperation, particularly the set-aside method of procurement. He was active in resistance to imposition of mandatory grade labeling in amendments to the price control law of World War II, and in the fight to bring about decontrol in 1946. His industry knowledge has been demonstrated when wage and hour proposals affecting canners were introduced in Congress.

Another speaker on the same Convention session will be Dr. Roy B. Newton, vice president in charge of research of Swift & Company, who addressed the 1948 Convention. Dr. Newton will speak to the theme of this Convention on the subject of the importance of production factors in the canning industry. Dr. Newton has been in charge of Swift's research since 1941 and was the company's chief chemist for 10 years prior to that. His research has contributed

many valuable processes to the food industries and his standing in food science circles is preeminent.

Special Procurement Session

Another feature of the Convention program not previously announced is a special session for the morning of Tuesday, February 24, on the subject of military procurement. This will be presided over by Alfred J. Stokely, Chairman of the N.C.A. Procurement Committee, and will be an informative discussion by top level officers of the Office of the Quartermaster General covering procurement policies and methods, military requirements for canned foods in 1953, how such requirements are determined, and why certain grades and styles of pack are wanted.

The panel also will acquaint canners with the inner workings of the agency, what it expects of its field buyers and contracting officers, and what it expects from the canning industry and the individual producer and supplier. Following the talks of the QMC panel members, whose names and subjects are given in the program detail beginning on page 8, open discussion and questions from the floor will be invited.

N.C.A. members are invited to submit questions in advance, in writing to R. B. Heiney at the Association offices in Washington so as to facilitate open and general discussion at this special session.

DEFENSE

Decontrol of Feed Ingredients

Amendment 16 to GOR 7, Revision 1, exempts from price control certain products used principally as feeds or feed ingredients, effective January 13. Among the products exempted from price control are the following animal feeds and feed ingredients: asparagus butts, artichoke silage, avocado meal, crab meal, ground oyster shells, olive pulp, pineapple pulp or bran, raisin pulp, shrimp meal or bran, starfish meal, and tomato pomace.

STATISTICS

1952 Pack of Snap Beans

The 1952 pack of green beans totaled 14,392,382 actual cases as compared with 17,320,976 cases in 1951, according to a report by the N.C.A. Division of Statistics.

The 1952 pack of wax beans totaled 2,817,281 actual cases as compared with 2,545,998 cases in 1951.

Copies of the Statistics Division report have been mailed to all packers of these products. Details of the packs by states will be reported next week.

Survey of Preserving Industry

Production of the preserving industry in 1951 is reported in the third annual survey of the industry, recently issued by the U. S. Department of Commerce as *Fruit Spread Production—1951*.

According to the report, 1951 production of preserves and jams increased over 1950 by 3.5 percent, jellies by 0.3 percent, and marmalade by 5.6 percent. Production of fruit butters declined by 14.9 percent in 1951.

Product *	1949	1950	1951
	(in thousands of pounds)		
Preserves and jams....	275,000	292,600	302,800
Jellies.....	175,000	224,000	224,700
Fruit butters.....	60,500	80,500	68,500
Marmalades.....	25,300	27,100	28,600
U. S. Total.....	536,400	624,200	624,600

* Does not include substandard preserves, jams, jellies, or fruit butters.

The effect of the armed forces procurement program in 1951 was evident in the increase of preserves and jams and jellies packed in No. 10 cans and other non-glass containers and in the

increased use of glass containers of over one-pound capacity. The distribution between tin and glass for 1951 was reported as follows:

Product	Glass	No. 10 can (percent)	Other
Preserves and jams.....	88.3	9.1	2.6
Jellies.....	82.1	14.3	3.6
Fruit butters.....	91.2	6.5	2.3
Marmalades.....	87.0	11.4	1.6
U. S. Total, 1951.....	86.2	10.9	2.9
U. S. Total, 1950.....	88.2	9.1	2.7

Copies of the report on *Fruit Spread Production—1951* are available from the Business Information Service, Office of Industry and Commerce, U. S. Department of Commerce, Washington 25, D. C., for 20 cents each.

Stocks of Bulk Sauerkraut

The following report on bulk sauerkraut in canners' hands, which was compiled by the N.C.A. Division of Statistics, represents kraut cut from the 1952 crop of cabbage and consists of the bulk kraut on hand in vats and in cases of canned kraut converted to barrels, 10 cases to the barrel regardless of size.

	Aug. 1, 1952	Dec. 1, 1952
	(45-gallon barrels)	
Northeast.....	37,094	191,976
Midwest.....	50,319	143,866
South.....	12,808	7,316
West.....	4,899	27,927
U. S. Total.....	105,120	371,085

Northeast includes Conn., Md., Mass., N. Y., Pa., and Va. Midwest includes Ill., Ind., Iowa, Mich., Minn., Ohio, and Wis. South includes Mo., Tenn., and Texas. West includes Colo., Ore., Utah, and Wash.

Acreage of Winter Spinach

Processors of winter spinach in Texas are expecting to reduce their acreage 10 percent from 1952 plantings, according to a report issued January 9 by the Bureau of Agricultural Economics. The 4,500 acres intended for 1953 is nearly 39 percent less than the average annual planting of 7,340 acres for the 1942-51 period.

MEETINGS

Salmon Cutting and Conference

The 16th annual Canned Salmon Cutting and Salmon Research Conference, under auspices of the Northwest Branch of the N.C.A., will be held March 12-13 at the Olympic Hotel, Seattle.

Forthcoming Meetings

- January 19-20—Northwest Cannery Association, Annual Convention, Olympic Hotel, Seattle, Wash.
- January 22-23—Canners League of California, Annual Fruit and Vegetable Sample Cutting, Hotel Fairmont, San Francisco
- January 28-29—Wisconsin Cannery Fieldmen's Conference, University of Wisconsin, Madison
- February 2—Indiana Cannery Association, Fieldmen's Meeting, Purdue University, Lafayette
- February 3-5—Indiana Cannery Association, Canners' and Fieldmen's Conference, Memorial Building, Purdue University, Lafayette
- February 4-5—Minnesota Cannery Association, Sixth Annual Canners' and Fieldmen's Short Course, Curtis Hotel, Minneapolis
- February 6—New Jersey Cannery Association, Annual Meeting, Cumberland Hotel, Bridgeport, N. J.
- February 9-10—Tri-State Packers Association, Inc., Canners, Freezers, and Fieldmen's School, University of Delaware, Newark
- February 16-18—Canadian Food Processors Association, Annual Convention, Victoria, B. C.
- February 17-20—National-American Wholesale Grocers Association, Annual Convention—Supplier and Customer Conferences Exhibit, The Morrison, Chicago
- February 19-20—National Pickle Packers Association, Winter Meeting, Sheraton Hotel, Chicago
- February 21-25—Annual Conventions of National Cannery Association, National Food Brokers Association, and Canning Machinery & Supplies Association, Chicago
- March 5-6—Osark Cannery Association, 45th Annual Convention, Colonial Hotel, Springfield, Mo.
- March 6-7—Virginia Cannery Association, 45th Annual Convention, Hotel Roanoke, Roanoke
- March 9-13—Statistical Quality Control School, University of Maryland in cooperation with National Cannery Association and Tri-State Packers Association, Inc., College Park, Md.
- March 12-13—Northwest Branch of National Cannery Association, 16th Annual Canned Salmon Cutting and Salmon Research Conference, Olympic Hotel, Seattle
- March 13-14—Utah Cannery Association, 41st Annual Convention, Hotel Utah, Salt Lake City
- March 16—Tennessee-Kentucky Cannery Association, Annual Meeting, Noel Hotel, Nashville
- March 17-18—Northwest Cannery Association, Annual Meeting, Chinook Hotel, Yakima, Wash.
- March 19-20—Tri-State Packers Association, Inc., Spring Meeting, Lord Baltimore Hotel, Baltimore
- March 23-24—Canners League of California, 49th Annual Directors Conference, Santa Barbara Biltmore, Santa Barbara
- March 23-24—Virginia Agricultural Extension Service, Virginia Cannery School, Hotel Richmond, Richmond
- March 24—Wisconsin Cannery Safety Institute, Hotel Lorraine, Madison
- March 25—Wisconsin Canning Technology Conference, University of Wisconsin, Madison
- March 29-31—United States Wholesale Grocers Association, Convention and Exposition, Shoreham Hotel, Washington, D. C.
- April 16—Indiana Cannery Association, Spring Meeting, Claypool Hotel, Indianapolis
- June 14-15—Michigan Cannery Association, Spring Meeting, Park Place Hotel, Traverse City
- November 9-10—Michigan Cannery Association, Fall Meeting, Pantlind Hotel, Grand Rapids
- November 19-20—Indiana Cannery Association, Annual Convention, French Lick Springs Hotel, French Lick Springs
- December 3-4—Tri-State Packers Association, Inc., 50th Annual Meeting

Schedule of Principal Events of the 1953 Convention

(Subject to Revision and Addition)

Wednesday, February 18

- 9:30 a.m.—Meeting of N.C.A. Scientific Research Committee, Room 10, Conrad Hilton
- 9:30 a.m.—Meeting of N.C.A. Home Economics Committee, Room 3, Conrad Hilton
- 3 p.m.—Meeting of N.C.A. Labeling Committee, Room 8, Conrad Hilton
- 7 p.m.—Dinner, N.C.A. Labeling Committee, Room 9, Conrad Hilton

Thursday, February 19

- 9 a.m.—Meeting of Canning Industry Research, Inc., Room 6, Conrad Hilton
- 9:30 a.m.—Committee meetings, National Pickle Packers Association, Sheraton Hotel
- 10 a.m.—Directors Meeting, National Red Cherry Institute, Morrison Hotel
- 10 a.m.—Meeting of N.C.A. Budget Committee, Room 1005A, Conrad Hilton
- 12:30 p.m.—Luncheon meeting of N.C.A. Administrative Council, North Assembly Room, Conrad Hilton
- 1 p.m.—Board of Directors Meeting, National Pickle Packers Association, Sheraton Hotel
- 2 p.m.—Meeting of N.C.A. Convention Committee, Room 8, Conrad Hilton

Friday, February 20

- 8 a.m.—National Cherry Pie Baking Contest, Mural Ballroom, Morrison Hotel
- 9:30 a.m.—Meeting of N.C.A. Board of Directors, West Ballroom, Conrad Hilton
- 10 a.m.—General membership meeting, National Pickle Packers Association, Sheraton Hotel
- 12 m.—Luncheon meeting, C.M.&S.A. Board of Directors, Ivy Room, Blackstone Hotel
- 12 m.—Fellowship Luncheon, National Pickle Packers Association, Sheraton Hotel
- 12:30 p.m.—Luncheon, N.C.A. Board of Directors, South Ballroom, Conrad Hilton
- 1 p.m.—General Membership Meeting, National Pickle Packers Association, Sheraton Hotel
- 2 p.m.—Preview of N.C.A. Production and Management Sessions, North Ballroom, Conrad Hilton
- 4:30 p.m.—Cocktail Party, National Pickle Packers Association, Sheraton Hotel
- 5 p.m.—Annual Meeting, The Forty Niners, West Ballroom, Conrad Hilton
- 6 p.m.—Cocktail Party, The Forty Niners, West Ballroom, Conrad Hilton
- 6 p.m.—Dinner Meeting, N.C.A. Raw Products and Technical Advisory Committees, Room 10, Hilton
- 7 p.m.—Meeting of N.C.A. Resolutions Committee, Room 6, Conrad Hilton
- 7:30 p.m.—Past Presidents Dinner, C.M.&S.A., Green Room, Blackstone Hotel
- 8 p.m.—Smoker, N.C.A. Research Advisory Council, Room 4, Conrad Hilton

Saturday, February 21

- 9 a.m.—Meeting of N.C.A. Nominating Committee, North Assembly Room, Conrad Hilton
- 9:30 a.m.—Business Meeting, National Food Brokers Association, Grand Ballroom, Palmer House
- 10 a.m.—General Session of N.C.A., North Ballroom, Conrad Hilton
- 10:30 a.m.—5:30 p.m.—Canning Machinery & Supplies Exhibit, Exhibit Halls, Conrad Hilton
- 12:30 p.m.—Luncheon Meeting of N.C.A. Claims Committee, Room 8, Conrad Hilton
- 2 p.m.—N.C.A. Conference on Raw Products Procurement and Management, South Ballroom, Hilton
- 2 p.m.—Conference on High Temperature-Short Time Processing Methods and Equipment, Joint sponsorship of N.C.A. and C.M.&S.A., Upper Tower, Hilton

- 2 p.m.—Business Meeting of N.F.B.A. Grand Ballroom, Palmer House
- 2 p.m.—Meeting of Perishable Agricultural Products Processing Equipment Manufacturers Institute, Room 14, Conrad Hilton
- 5 p.m.—Drawings for Attendance Awards, C.M.&S.A., Exhibit Hall, Conrad Hilton
- 5 p.m.—Meeting of Hamilton Q.M. Club, LaSalle Hotel
- 6 p.m.—Old Guard Dinner, North Assembly Room, Conrad Hilton

Sunday, February 22

- 9:30 a.m.—Meeting of N.C.A. Legislative Committee, Room 14, Conrad Hilton
- 9:30 a.m.—Meeting of N.C.A. Statistics Committee, Room 8, Conrad Hilton
- 10 a.m.—N.C.A. Conference on Quality Protection and Food Regulation, North Ballroom, Conrad Hilton
- 10 a.m.—Annual Meeting of C.M.&S.A., West Ballroom, Conrad Hilton
- 1-5:30 p.m.—C.M.&S.A. Exhibit, Exhibit Halls, Conrad Hilton
- 2 p.m.—Meeting of N.C.A. Raw Products Technical Advisory Committee, Room 8, Conrad Hilton
- 4 p.m.—Meeting of N.C.A. Fishery Products Committee, Room 5, Conrad Hilton
- 5 p.m.—Drawings for Attendance Awards, Exhibit Hall, Conrad Hilton
- 6:30 p.m.—Dinner, N.C.A. Fishery Products Committee, Room 5, Conrad Hilton
- 6:30 p.m.—State Secretaries Dinner, Room 2, Hilton
- 8 p.m.—N.C.A. Raw Products Smoker, Room 4, Hilton

Monday, February 23

- 9 a.m.—Meeting of Associated Independent Canners, Room 14, Conrad Hilton
- 9:30 a.m.—N.C.A. Conference on Field Management Problems, South Ballroom, Conrad Hilton
- 10 a.m.—N.C.A. Conference on Production Problems and Special Products, Upper Tower, Conrad Hilton
- 10 a.m.—Meeting of N.C.A. Procurement Committee, Room 4, Conrad Hilton
- 10:30 a.m.—5:30 p.m.—C.M.&S.A. Exhibit, Exhibit Halls, Conrad Hilton
- 2 p.m.—N.C.A. Conference on Improving Efficiency of Production and Distribution, Upper Tower, Conrad Hilton
- 2:30 p.m.—Meeting of National Kraut Packers Association, Room 10, Conrad Hilton
- 5 p.m.—Drawings for Attendance Awards, Exhibit Hall, Conrad Hilton
- 7 p.m.—Young Guard Banquet, Terrace Casino, Morrison Hotel

Tuesday, February 24

- 9:30 a.m.—N.C.A. Catsup Standards Meeting, Room 4, Conrad Hilton
- 10 a.m.—N.C.A. Conference on Military Procurement, South Ballroom, Conrad Hilton
- 10:30 a.m.—5:30 p.m.—C.M.&S.A. Exhibit, Exhibit Halls, Conrad Hilton
- 12:15 p.m.—Luncheon Meeting, National Meat Canners Association, Ballroom, Blackstone Hotel
- 2 p.m.—N.C.A. Fishery Products Conference, North Assembly Room, Conrad Hilton
- 5 p.m.—Drawings for Attendance Awards, Exhibit Hall, Conrad Hilton
- 7 p.m.—Annual Dinner Dance, C.M.&S.A., Grand Ballroom, Sheraton Hotel

Wednesday, February 25

- 10:30 a.m.—3 p.m.—C.M.&S.A. Exhibit, Exhibit Halls, Conrad Hilton
- 2:30 p.m.—Drawings for Attendance Awards, Exhibit Hall, Conrad Hilton

Friday, February 20**Sharpening the Tools of Management**

2:00 p.m. Preview of Production and Management Sessions, National Canners Association, North Ballroom, The Conrad Hilton

Presiding: FRED C. HEINZ, President, N.C.A.

Addresses: "The Indispensability of Production-Management Direction"—from the point of view of the large canner: ROY G. LUCKS, President, California Packing Corp.; and from the point of view of the small canner: W. A. FREE, President, Hungerford Packing Co., Inc.

Address: "Industry Planning Through Two Decades of Annual Conventions"—H. THOMAS AUSTERN, Chief Counsel, N.C.A.

Saturday, February 21**General Session**

10:00 a.m. Annual Meeting, National Canners Association, North Ballroom, The Conrad Hilton

Presiding: FRED C. HEINZ, President, N.C.A.

Invocation: (To be announced)

Greetings: Mr. HEINZ, President

Report of Committee on Nominations—HENRY P. TAYLOR, Chairman

Election of Officers

Address: "The Importance of Production Factors in the Canned Food Industry"—ROY C. NEWTON, Vice President in Charge of Research, Swift & Co.

Address: (Title to be announced)—The Honorable ROBERT A. TAFT, United States Senator from Ohio

Report of Committee on Resolutions—HOWARD T. CUMMING, Chairman

Installation of New Officers

**High Temperature-Short Time
Processing Methods and Equipment**

2:00 p.m. Conference, Upper Tower, The Conrad Hilton (jointly sponsored by Canning Machinery & Supplies Association and N.C.A. Laboratories)

Presiding: C. E. MAIER, Research Department, Continental Can Company

Discussion: "Continuous Agitating Retorts"—Discussion Leaders: C. K. WILSON, Food Machinery and Chemical Corp., and R. W. KUENEMAN, J. R. Simplot Co.

Discussion: "Aseptic Canning"—Discussion Leaders: H. R. GOFF, Dale Engineering Co., and L. J. WEIX, Oconomowoc Canning Co.

Film: "End-Over-End Agitation"—Introduced by WELD CONLEY, Chain Belt Co.

Address: "Sterilization by Atomic Radiation"—B. H. MORGAN, Washington Research Laboratory, N.C.A.

National Canners Association

Details of Program

46th Annual Convention

Raw Products Procurement and Management

2:00 p.m. Conference, National Canners Association, South Ballroom, The Conrad Hilton

Presiding: W. STANLEY MACKLEM, Chairman, Raw Products Committee, N.C.A.

Panel Discussion:

"How Do Canning Crop Prices Compare with Prices of Competing Crops?"—H. L. STIER, Director, Division of Statistics, N. C. A.

"The Federal Antitrust Laws as They Apply to Collective Bargaining for Raw Materials"—J. HARRY COVINGTON, Office of Counsel, N. C. A.

"How State Marketing Orders Operate in California"—(Speaker to be announced)

"How Can We Interest More Farmers in Growing Our Canning Crops?"—J. E. COUNTRYMAN, California Packing Corp.

"Future Policy and Legal Implications with Respect to the Problems of Raw Products Procurement: If Growers May Bargain Collectively, Why Not Canners Also? Should the Sherman Act Be Changed in This Way?"—H. THOMAS AUSTERN, Chief Counsel, N.C.A.

Sunday, February 22**Quality Protection and Food Regulation**

10:00 a.m. Conference, National Canners Association, North Ballroom, The Conrad Hilton

Presiding: CHARLES H. MAHONEY, Director, Raw Products Research Bureau, N.C.A.

Panel Discussion: "The Race Between Pests and Pesticides"—Discussion Leader: F. C. BISHOPP, Bureau of Entomology and Plant Quarantine, U. S. Department of Agriculture

Panel Members: (To be announced)

11:00 a.m. Panel Discussion: "The Effect of Applied Chemicals on the Flavor of Canned Foods"—Discussion Leader: RAY B. WAKEFIELD, Chairman, Baby Foods Committee, N.C.A.

Panel Members: (To be announced)

2:00 p.m. Presiding: C. L. RUMBERGER, Chairman, Washington Laboratory Advisory Committee, N.C.A.

Address: "Enforcement Developments"—JOHN L. HARVEY, Associate Commissioner, U. S. Food and Drug Administration

Address: "The Supreme Court Speaks on Factory Inspection—Proposed Amendments"—H. P. CAROTHERS, Office of Counsel, N.C.A.

3:30 p.m. Panel Discussion: "The Drosophila Fruit Fly Problem"

Panel Members: J. J. WILSON, Chairman, Tomato Products Sanitation Committee, N.C.A.; B. B. PEPPER, New Jersey Agricultural Experiment Station; H. R. SMITH, Washington Research Laboratory, N.C.A.; IRA I. SOMERS, Western Branch Laboratory, N.C.A.

Monday, February 23

Field Management Problems

9:30 a.m. Conference, National Canners Association, South Ballroom, The Conrad Hilton

Presiding: CHARLES H. MAHONEY, Director, Raw Products Research Bureau, N.C.A.

Discussion: "Suggested Yardsticks or Techniques Which Can Be Used by the Field Staff to Predict Crop Yields More Accurately"—Discussion Leaders: F. W. GEISE, American Can Company, and H. L. SEATON, Continental Can Company

Panel Discussion: "Are We Getting Our Maximum Crop Production and at the Same Time Improving and Conserving the Soil for Future Production?"—Discussion Leader: J. B. HESTER, Campbell Soup Company

Panel Members: (To be announced)

Panel Discussion: "How Can We Reduce Field Costs by More Adequate Mechanization?"—Discussion Leader: J. D. BARNARD, Chairman, Raw Products Technical Advisory Committee, N.C.A.

Panel Members: (To be announced)

Production Problems and Special Products

10:00 a.m. Conference, National Canners Association, Upper Tower, The Conrad Hilton

Presiding: B. S. CLARK, Research and Technical Department, American Can Company

Panel Discussion: "Electrolytic Tin Plate—A Report of the Research Committee of the Can Manufacturers Institute"

"Performance of 0.25 Pound Electrolytic Tin Plate on Cans for Processed Food Products"—W. J. MUTSCHLER, Research Department, Continental Can Company

"Technical Aspects of 1.00 Pound Electrolytic Tin Plate for Processed Food Products"—D. F. SAMPSON, Research and Technical Department, American Can Company

Address: "Dietetic Canned Foods"—F. C. BING, Food Consultant

Address: "Water Utilization in Canning"—W. A. MERCER, Western Branch Laboratory, N.C.A.

Improving Efficiency of Production and Distribution

2:00 p.m. Conference, National Canners Association, Upper Tower, The Conrad Hilton

Presiding: H. L. STIER, Director, Division of Statistics, N.C.A.

Address: "Detectors and Correctors in Management Control"—CARL CLEWLOW, Industrial Specialist Advisor, Office of the Quartermaster General, and Professorial Lecturer on Business Administration, George Washington University

Address: "How Canners Can Use Operations Analysis to Improve Efficiency"—ALFRED N. WATSON, Arthur D. Little, Inc., and Massachusetts Institute of Technology

Address: "Increasing Selling Effectiveness through Distribution Research"—CHARLES W. SMITH, Associate Manager, McKinsey & Company, Management Consultants

Address: "Effective Use of Cost Accounting by Canners"—FRANK ELLIOTT, Director, Henry W. Peabody, Ltd., and Industrial Consultant, Office of the Quartermaster General

Tuesday, February 24

Military Procurement

10:00 a.m. Conference, National Canners Association, South Ballroom, The Conrad Hilton

Presiding: ALFRED J. STOKELY, Chairman, Procurement Committee, N.C.A.

Panel Discussion:

"Military Menu Planning"—Lt. Col. J. S. KUJAWSKI, Chief, Food Service Division, Office of the Quartermaster General

"Requirements and Distribution of Nonperishable Subsistence"—Lt. Col. J. W. MAXWELL, Chief, Subsistence Branch, Office of the Quartermaster General

"The Principal Considerations in Effecting Quartermaster Corps Procurement"—Col. W. F. DURBIN, Chief, Procurement Division, Office of the Quartermaster General

Fishery Products Conference

2:00 p.m. Conference, National Canners Association, North Assembly Room, The Conrad Hilton

Presiding: MILROY WARREN, Chairman, Fishery Products Committee, N.C.A.

Address: "The Tariff Outlook for the Fish Canning Industry"—O. R. STRACKBEIN, Chairman, National Labor-Management Council on Foreign Trade Policy

Address: "The 83rd Congress and the Fishing Industry"—The Honorable THOR C. TOLLEFSON, United States Representative from Washington

Address: "Marketing Canned Fishery Products"—HARLEY V. McNAMARA, National Tea Company

PERSONNEL

W. S. Everts Retires

W. S. Everts, on his retirement as vice president of the Cannery League of California, was honored January 13 by the League's board of directors at a commemorative luncheon meeting.

Major Everts has been a vice president of the League since 1943, although on leave of absence for the past two and one-half years serving as manager of the Cling Peach Advisory Board, a position he still holds.

His retirement thus completes 25 years of service with the League, beginning in June, 1927. His work with the League was largely concerned with the Traffic and Operating Committees, and particularly with marketing programs involving the receiving and grading provisions of the agreements, in which field he is a recognized authority. In addition to acting as manager of the Cling Peach Advisory Board, Major Everts has acted as manager of the Asparagus Advisory Board in years when an asparagus marketing program has been in effect.

Also he is a member of Governor Warren's Food and Nutrition Advisory Committee, Office of Civilian Defense, and at one time served as an appointed member of the Agricultural Prorate Commission of the State of California.

Calif. Processors and Growers

California Processors and Growers, Inc., has elected the following officers:

President—Philip N. Mark, Tri-Valley Packing Assn., San Francisco; vice president—George Gooding, California Packing Corp., San Francisco; and executive vice president—John W. Bristow, Oakland (reelected).

Both Mr. Mark and Mr. Gooding are members of the N.C.A. Board of Directors.

New Association Members

The following firms have been admitted into membership in the N.C.A. since November 8, 1952:

CORNOVA FISH & COLD STORAGE CO., 123 Jackson St., San Francisco, Calif. Product—Salmon. Officer—Joseph Balestrieri, president.

DAIRY SALES CO. OF MARYLAND, 4101 Mortimer Ave., Baltimore 15, Md. Product—Milk. Officer—George A. Oursler, president.

ESCALON PACKERS, INC., P. O. Box 608, Escalon, Calif. Products—Peaches, tomatoes,

tomato apple, tomato paste, sauces (mushroom, pizza), garbanzo. Officer—Christopher Colombo, executive vice president.

FOOD CONCENTRATES, INC., P. O. Box 71, Rahway, N. J. Product—Banana puree. Officer—Vernon K. Watson, food technologist.

MILROY CANNING CO., Milroy, Ind. Products—Corn, pumpkin, tomatoes, tomato juice. Officer—Bernice B. McLane, secretary-treasurer.

NATIONAL MACARONI MFG. CO., Div. of H. Filippone & Co., 312 Oak St., Passaic, N. J. Products—Beans (fava, red kidney, white kidney), chick peas, spaghetti sauce. Officer—Bartolo Filippone, president.

OSBORN DAIRY & POULTRY PRODUCTS CO., 820 S. E. Alder St., Portland 14, Ore. Products—Chicken, turkey. Officer—R. A. Requa, secretary-treasurer.

ORLEANS COUNTY CANNING CO., R. F. D. #2, Albion, N. Y. Products—Cherries, green peas, tomatoes, tomato products. Officer—Wallace W. Dale, owner.

PAN-PACIFIC FISHERIES, INC., 350 Sardine St., Terminal Island, Calif. Products—Mackerel, sardines, tuna. Officer—William C. Morehead, secretary-treasurer.

ROYAL CANNING CORP., 300 3rd St., P. O. Box 71, Ogden, Utah. Products—Apricots, cherries (sour, sweet), peaches, pumpkin, tomatoes, tomato juice, catsup, tomato puree. Officer—D. B. Stringham, president.

SUNSET FROZEN FOODS, INC., P. O. Box 223, 47 Lakeview Ave., Fredonia, N. Y. Products—Tomatoes, tomato juice. Officer—Albert Domenico, vice president.

PUBLICITY

American Weekly Magazine

The food article "3 Complete Christmas Dinners" in the December 21 issue of *American Weekly* magazine featured many canned foods.

Amy Alden, author of the article and food editor of the magazine, gave three choice menus from which to select Christmas dinner. Accompanying the menus were recipes and directions for preparation. The food for one of the menus was shown in color photographs.

The canned foods used in the menus and recipes were oysters, peas, mushrooms, pineapple, fruit cocktail, pota-

toes, tomatoes, tomato juice, clam juice, sweet potatoes, and mincemeat.

American Home Magazine

A full-page color photograph showing dishes made with fruit cocktail accompanies the article "Take A Can of Fruit Cocktail" in the January issue of the *American Home* magazine. It is one of the "American Home Quickies" series, a monthly feature giving recipes and suggestions for using a specific food.

In the current article, seven interesting fruit cocktail recipes are given. The recipes are arranged so that they may be easily clipped and filed for later use.

Woman's Home Companion

Canned foods are prominent in the food section of the January *Woman's Home Companion* magazine.

"When you need to turn out a satisfying meal at top speed, ready-to-use canned or packaged foods help make your minutes count double," says Dorothy Kirk, food editor, in the subtitle of the feature article "More-For-Your-Minute Dinners."

The author says: "Of course anyone short of time can wield a can opener but the clever thing is to wield it and come up with something different as well as quick." The four menus given in the article are planned to accomplish that result. An easy-to-follow work plan and recipes are given for each meal. Color photographs illustrate the article.

Canned apple sauce, date-nut roll, spaghetti sauce with meat, mushrooms, green beans, pimiento, tuna, stewed tomatoes, and pineapple are featured.

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